

# Direct Selling in Finland

March 2024

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## Direct Selling in Finland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling remains a declining retail channel  
Fragmented competitive landscape  
Health and beauty and home products popular within direct selling

#### PROSPECTS AND OPPORTUNITIES

Continued fall in sales, and the significance of direct selling set to decrease further  
Boundaries between traditional direct selling and e-commerce become hazy  
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